

## ABSTRACT OF THE DISCLOSURE

The invention provides a device that accomplishes an improvement of overall display quality by employing drive modes depending upon display targets in an electro-optical device employing electro-optical elements for emitting light with a brightness corresponding to a driving current. More particularly, when a first drive mode is selected as a drive mode, a drive mode selecting circuit drives the electro-optical elements for a first light emitting time period shorter than a time period from a time point at which the scanning line corresponding to the pixel in which data should be written is selected to a time point at which the scanning line is next selected. In addition, when a second drive mode other than the first drive mode is selected as a drive mode, the drive mode selecting circuit drives the electro-optical element for a second light emitting time period longer than the first light emitting time period in the time period from a time point at which the scanning line corresponding to the pixel in which data should be written is selected to a time point at which the scanning line is next selected.